



THE CITY OF SAN DIEGO  
**Public Library**

**FOR IMMEDIATE RELEASE**  
Wednesday, June 28, 2006

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**Free Three-Part Library Workshop to Focus on International Business**  
*Program to be Held at Central Library on July 26, Aug. 9 and Aug. 26*

**SAN DIEGO** – The City of San Diego Public Library is pleased to present a **free**, three-part series of workshops on “Why Your Business Needs to Go International.” The series will include:

- “Why your company should go international and how to get started” – Wednesday, July 26 from 6:30 to 8 p.m.
- “How to find distributors and suppliers in Mexico in one afternoon” – Wednesday, Aug. 9 from 6:30 to 8 p.m.
- “Top 8 cultural mistakes companies make doing business in Mexico and how to avoid them” – Saturday, Aug. 26 from 10 a.m. to noon

This informative series will be presented by Richard Villasana, founder of *Mexico Phone Books* and author of “Insiders Guide to Doing Business in Mexico.” He provides international market consulting to companies such as Cisco Systems and AT&T Wireless and has lectured at National University. Visit [www.MexicoPhoneBooks.com](http://www.MexicoPhoneBooks.com) for more information.

These sessions will be held in the Second Floor Meeting Room at the Central Library, located at 820 E St. in downtown San Diego. Street parking is free after 6 p.m. For more parking information, follow this link: [www.sandiego.gov/public-library/locations](http://www.sandiego.gov/public-library/locations) and click on “Parking Map, Central Downtown Library.”

To register, or for more information, please contact Business Resources & Technology Link at the Social Sciences section of the Central Library at 619-238-6630, email [businesslink@sandiego.gov](mailto:businesslink@sandiego.gov), or visit <http://sandiego.gov/public-library/services/businesstech.shtml>.

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